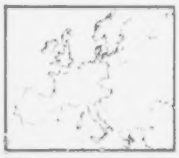
holds living in single-family homes grew by 33 percent in the 1970s while households in multi-unit structures grew 65 percent. The number of households living in mobile homes or trailers increased by over 100 percent.

Copies of *Detailed Housing Characteristics*, HC80-1-B53A (GPO Stock No. 003-024-02742-9) are available for $4.00 prepaid from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.



Europe

United Kingdom

Nearly 40 percent of the households in the United Kingdom do not yet own a freezer, so although dollar sales of frozen foods have been increasing at a rate of almost double that of other food sales, there is still potential for growth.

A new report from Mintel Publications, Ltd. in the United Kingdom, includes an analysis of freezer ownership in the U.K., information on consumer attitudes toward frozen foods and frequency of frozen food purchases, as well as data on advertising trends and promotions.

The report, called "Frozen Food," is available from Business Trends Analysts, Inc., 2171 Jericho Turnpike, Commack, NY 11725, at a cost of $600.

West Germany

English accounts for nine-tenths of all foreign language courses taught in West German schools and language professionals in Germany think that is too much.

Weigand Pabsch, deputy director of the culture department of the foreign office, said that 5.8 million secondary students studied at least one foreign language in 1982. Over 5 million were enrolled in English courses, 1.4 million in French, 30,000 in Spanish, and 25,000 in Russian classes. Italian courses had only a few thousand students, while all other foreign languages including the Slavic, Arabic, and Oriental languages, were still less popular.

Cable TV

By the end of last year, one-third of the 1.8 million West German households that had cable television available had subscribed. The Ministry of Post and Telecommunications, which provides the cable network, believes that the number of subscribers will double this year and triple by the end of 1986. Some 5.5 million households would then have access to satellite transmissions. •

Dial-a-Village

In the age of satellites and laser-carried messages, 2.5 billion people have no access to a telephone or any other form of telecommunication. Over half the population of the globe has to travel many miles to raise the alarm in an emergency, to arrange a commercial deal or to inquire about a relative's health.

Most of these people live in the poor rural areas of the Third World. Ninety percent of the world's 550 million telephones are in the United States, Canada, Japan, Europe, and Australia, which together account for a fifth of the total population of the globe. Africa, Asia, and Latin America have only 55 million telephones, most of them in urban areas.

Experts estimate that it will take another 50 or even 100 years to link isolated rural areas into the communications network because of the large costs involved in extending lines to far-flung areas.

One solution may be to send messages up to a satellite and then retrieve them at the receiver's end. The International Telecommunications Union (ITU) reckons that a satellite-based system capable of giving everybody access to a telephone within a sensible distance from their homes would cost $1,260 million. This is equal to 5 percent of all the aid granted to Third World countries by industrial nations, or to the cost of a standard-size car factory, or half that of an oil refinery.

The advantage of a project "on the scale of our whole planet," as a recent ITU report put it, is that it allows economies of scale by mass producing the small earth stations and the mini-telephone exchanges. The production of the satellites could also be standardized.

But as the report also points out "ambitious projects do not always enjoy the success they deserve." So what is emerging is a regional and even sub-regional approach to telecommunications. In the Asia-Pacific region, Australia is willing to make available to its neighbors part of an Australian satellite to be launched in 1985. Indonesia's new satellite can work with smaller earth stations and is already being used by other Asian countries on a limited basis. The Arab countries will have their own satellite this year. And in Latin America, three countries have considered buying their own.

In Africa, a pre-feasibility study for an African Satellite Communications System has been carried out. Regional bodies like the Organization of African Unity, the Economic Commission for Africa, the African Development Bank and some international institutions have been involved in the preliminary discussions.

One of the problems of installing telecommunications in rural areas is that either there is no electricity or the supply is erratic. But this could be resolved by modern earth stations linked to a satellite that consume very little energy and can be solar-powered. The telephone sets could be voice or battery powered. This means that telephones could precede the installation of electricity in villages. Now the opposite is the case.

The telecommunications commission set up at a Commonwealth

Telecommunications Conference at Leeds Castle in the UK late last year also seems to be keen on exploring the satellite alternative. Their report, to be published in October this year, will outline the options for improving Third World telecommunications. Some financial help from a proposed revolving fund of around $3 billion will help get some of the proposals off the ground

Traditional arguments that telephones are a luxury that bring few economic returns to rural areas have been weakened by several recent findings. At the same time, the link between better communications and economic development has been firmly established.

Andrew Hardy of Stanford University found that in 15 industrialized countries and 37 developing countries, economic progress over a 14-year period has spurred the development of a telephone system that, in turn, stimulated growth. The contribution of telecommunications to economic development was greater in developing than in developed countries. Hardy's study suggested that an increase of one telephone per 100 people in countries with a density of 80 sets per 100 people contributed 0.01 percent to the gross domestic product — applied to the U.S. it contributed $283 million to the GDP in 1980. The gains for countries with 20 sets per 100 people were much higher: 0.09 percent.

The economic and social benefits of telephones for rural areas have also been confirmed by some country studies. A. Kamal of the University of Cairo studied 146 Egyptian villages with private telephones. He concluded that the economic benefit to users in terms of time and money saved compared to other means of communication was about 85 times higher than the costs. Even when only the time saved by using the telephone was taken into account, the benefit outweighed the cost by 36 to 1. The benefits were consistently higher in provinces further away from main cities.

That telephones are even more important for distant areas was also confirmed by a study by S.N. Kaul in rural regions of Andhra Pradesh in India. He also discovered that, contrary to the general belief, when a village telephone is available, even the poorest people are prepared to spend an important part of their monthly income in vital long-distance calls.

But even if rural communications are socially and economically important, the main problem is how to fund loss-making rural telecommunications. As the ITU study points out, it is inevitably more expensive to install and run rural telephones. But, it argues, investing in rural telecommunications has to be regarded as a development tool and should not be gauged by narrow financial considerations. •

—Maria Elena Hurtado

South Third World Media Syndication Service

1984 Development Report Focuses on Population Growth

Editor's Note; *The year's* World Development Report *from The World Bank features population growth. On July 11, the day the report was released in Washington, A. W. Clausen, president of The World Bank, spoke before the National Leaders' Seminar on Population and Development in Nairobi, Kenya. In anticipation of the World Population Conference scheduled to begin August 3 in Mexico City, his summation of his remarks seems especially relevant:*

"Ten years ago, at the World Population Conference in Bucharest, a debate raged about the relative merits of development and family planning programs as *alternative* ways of slowing population growth. It is now clear that the dichotomy is false. Accumulating evidence on population change in developing countries shows that it is the *combination* of social development and family planning that is so powerful in reducing fertility.

"But further fertility decline, and the initiation of decline where it has not begun, will not come automatically. In rural areas and among the less educated, desired family size will not be reduced much without sustained improvements in living conditions. The gap between the private and social gains of high fertility, itself the product of poverty, calls out for government action, especially in areas relating to women, that merit government action a ;away.

"But measures to raise living standards do not quickly bring about fertility reductions. The need is to act now in education, primary health care, family planning, and improving women's opportunities, so as to bring a sustained decline in fertility over the long run. In the meantime, too many couples still do not benefit from adequate family planning services. Family planning programs, successful as they have been, have by no means reached their full potential. Action there will provide an immediate payoff.

"In concluding, let me stress the central message on population growth in the World Bank's *1984 World Development Report.*

"Economic and social progress helps slow population growth; but at the same time rapid population growth hampers economic development. It is therefore imperative that governments act simultaneously on both fronts. For the poorest countries, development may not be possible at all unless slower population growth can be achieved soon. In the better-off developing countries, continuing high fertility, especially among poor people, could prolong indefinitely the long wait for development to improve measurably the quality of their lives.

"No one would argue that slower population growth alone will assure progress. But the evidence in the *World Development Report* seems conclusive. Poverty and rapid population growth reinforce each other. Therefore, the international community has no alternative but to cooperate, with a sense of urgency, in an effort to slow population growth if development is to be achieved. But it must be slowed through policies and programs that are humane, non-coercive, and sensitive to the rights and dignity of individuals." •

New UNESCO Yearbook Reveals Growth in Electronic Media

Growth in television and radio use around the world has been dramatic since the middle of the 1970s. Even in countries considered to be relatively undeveloped radio and television are becoming an important part of cultural life.

One of the roles of the United Nations Educational, Scientific, and Cultural Organization is to document the existence of communications media around the world.

In February 1983, International Demographics used the 1981 edition of the *UNESCO Statistical Yearbook* to construct a table showing the number of radios and television in use in the 56 largest nations in the world.

The 1983 edition of the *Yearbook* has just been released with data for the 1981 use of televisions and radios. In some countries increases appear to be dramatic. We urge caution in using them as absolutes, however.

Where the data has changed from referring to the number of licenses to referring to the number of receivers per thousand people, it is shown by a change from an L to an R.

Not surprisingly, the largest increases in the number of televisions and radios are in some of the least developed countries. A few countries in Asia appear to have tripled the number of televisions and radios per capita, although in some cases, the differences between reporting licensing and receivers could skew the figures.

Attendance at cinema is included here because it is the primary entertainment in some countries where the electronic media are not yet as available and it is an important advertising outlet in some countries.

Besides the data given here, the *UNESCO Yearbook* also provides country-by-country data on education, science and technology, museums, libraries, translation of books, newspapers, and other similar cultural information. ●

Use of Radios and Televisions and Film Attendance

(L)-Licenses, (R)-Receivers. Note that in some countries, the basis has changed from 1979 to 1981.

Country	*Radios in use/1000*		*TVs in use/1000*		*Annual cinema attendance per capita*	
	1979	1981	1979	1981		
Africa						
Algeria	168	204	39	61	1.2	(1981)
Egypt	132	150	32	40	1.2	(1978)
Ethiopia	7	8	1	1	—	
Ghana	106	166	4	6	0.4	(1979)
Kenya	35	33	4	4	0.6	(1977)
Morocco	108	155	39	40	2.0	(1977)
Mozambique	25 (L)	24	*	*	—	
Nigeria	74	73	6	6	0.3	(1979)
South Africa	94 (1978)	275	69	70	—	
Sudan	74	74	6	6	0.2	(1981)
Tanzania	28	28	*	*	0.2	(1981)
Uganda	19	22	5	6	0.2	(1981)
Zaire	5 (1978)	7	*	*		
Asia/Pacific						
Afghanistan	40 (1978)	465	1	3	—	
Australia	1039 (1978)	1112	383	380	—	
Bangladesh	8	8	1	1	—	
Burma	21	22	—		—	
China	15 (1970)	60	3	5	—	
India	34 (1978)	59	1 (L)	2	6.8	(1981)
Indonesia	40 (L)	120 (R)	8 (1978)	21	1.0	(1980)
Iran	65 (1978)	178	54	53	4.2	(1981)
Iraq	157	166	47	51	—	
Japan	777	688	245 (L)	252	1.3	(1981)
Korea (N)	—	—	—	—	—	
Korea (S)	402 (1978)	413	151	175	1.1	(1981)
Malaysia	150	405	64	85 (L)	2.7	(1977)
Nepal	18	23	—	—	—	
Pakistan	66	71	9	11	2.2	(1979)
Philippines	45	44	21	22	—	
Sri Lanka	47 (L)	107 (R)	—	3	4.3	(1981)
Taiwan	—	—	—	—	—	
Thailand	128	125	17	17	1.4	(1980)
Turkey	97 (L)	95	70 (L)	101	5.2	(1979)
Vietnam	— —	—	—	—		
North America						
Canada	1104	1149	466	489	4.2	(1980)
United States	2040	2110	635	631	4.6	(1981)
Latin America						
Argentina	387 (1978)	748	176	197	0.2	(1981)
Brazil	295	308	126	122	1.9	(1977)
Chile	297	297	112	111	1.3	(1981)
Colombia	144	120	76	87	2.4	(1981)
Mexico	288	288	108	111	3.7	(1980)
Peru	145	159	49	49	1.9	(1980)
Venezuela	414 (1978)	405	127	126	4.7	(1981)
Europe						
Czechoslovakia	291 (L)	316	256 (L)	281	5.3	(1981)
France	337 (L)	340	292 (L)	361	3.5	(1981)
Germany (E)	376 (L)	386	264 (L)(1970)	349	4.6	(1981)
Germany (W)	370 (L)	383	337 (L)	348	2.3	(1981)
Hungary	243 (L)	257 (R)	249 (L)	262	6.3	(1981)
Italy	240 (L)	243	231	390	3.8	(1981)
Netherlands	308 (L)	315	293 (L)	301	2.0	(1981)
Poland	240 (L)	243	216 (L)	228	2.8	(1981)
Romania	145 (L)	143	163 (L)	170	9.3	(1981)
Spain	258	260	253	254	4.6	(1981)
United Kingdom	931	963	394	411	1.5	(1981)
Yugoslavia	209 (L)	209	189 (L)	195	3.5	(1981)
U.S.S.R.	473	504	303	306	15.9	(1981)

*Less than 1

Source: UNESCO Statistical Yearbooks, 1981 and 1983.

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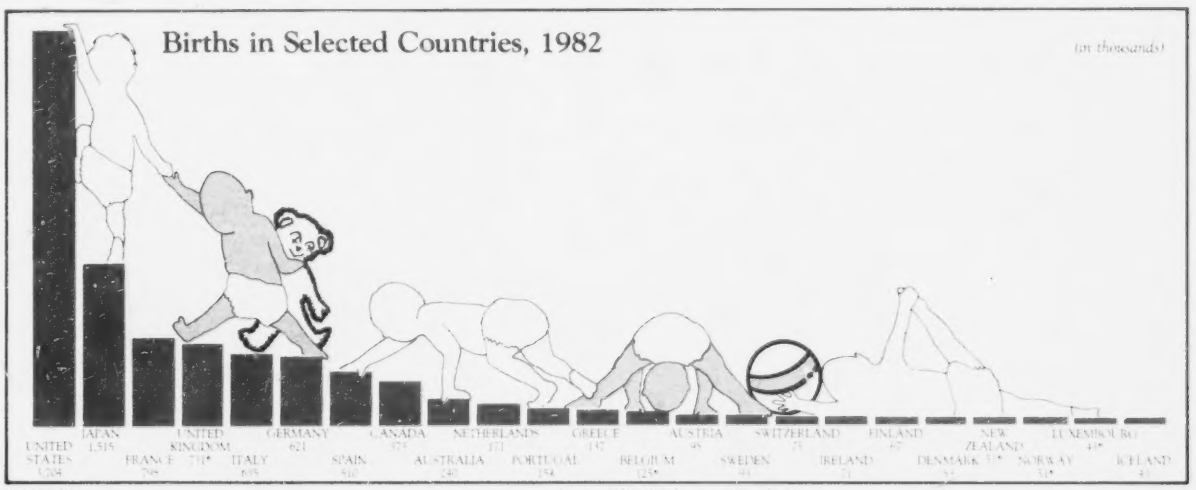
INTERNATIONAL DEMOGRAPHICS



* 1981 Figures

Source: *OECD Observer*, May 1984

School Trends

Recently a reader asked, "What trends are taking place in Europe and Japan now that also affect the United States?"

Aging of the elderly was one obvious answer. But another is the decline in school enrollments. An article in the May 1984 issue of *OECD Observer* focuses on enrollment trends and discusses policy implications of the decline in OECD-member countries. It makes comparisons about how it has occurred and how it has been handled. The article that follows is a condensation of the *OECD Observer* article along with some of its tables. The future demand for education in other countries and their response to that demand has implications for U.S. higher education as well as for firms that make supplies and materials purchased primarily by schools.

Birth rates have fallen in most countries that are members of the Organization for Economic Cooperation and Development, but the dimensions and timing of the decline vary. The number of births started to decline in most countries in the mid-1960s, and the downturn was particularly sharp in Germany, the United Kingdom, and the United States. Birth rates have now begun to recover in a number of countries, with the possibility that the trend may have stabilized, if not reversed. Japan is an exception: the decline in birth rates began only in the mid-1970s and no one knows when or whether they will turn up again.

The impact of falling births has not been a straightforward decline in the numbers of school-age children. Some age groups have been declining while others are still increasing, leading people to talk in terms of "fluctuating" rather than simply a "diminishing" school population. The number of children in

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COUNTRY PROFILE: FRANCE

School Enrollment Gains or Losses by Country: 1970-1980 *(or nearest year)*

(ranked by absolute gain in higher education)

Country	Primary education	Percent change 1970-80	Secondary education	Percent change 1970-80	Higher education	Percent change 1970-80
United States	-1,252,000	-4.4	-5,352,000	-26.9	3,600,883	42.4
Japan	2,268,434	23.7	1,078,580	12.4	603,592	33.2
Germany*	-1,147,000	-28.8	1,936,800	27.5	533,700	104.5
Spain	-320,715	-8.2	1,962,281	100.6	442,440	196.7
Italy	-421,736	-8.7	1,485,039	38.8	430,500	62.6
France	-318,013	-6.4	734,001	17.1	259,256	32.4
United Kingdom	-672,639	-11.6	1,137,969	27.4	198,162	33.0
Yugoslavia	-147,482	-9.3	444,086	22.4	187,552	71.8
Canada	-612,900	-21.0	-163,700	-6.4	167,800	35.3
Australia	8,221	0.5	-41,350	-3.6	144,052	80.2
Netherlands	-129,034	-8.8	388,612	38.6	128,866	55.7
Austria	-131,537	-25.0	109,448	17.4	76,996	129.0
Belgium	-179,394	-17.6	111,821	15.5	71,296	57.1
Sweden	51,348	8.3	52,353	9.4	59,781	42.3
Switzerland	-49,550	-9.9	113,804	32.9	31,748	61.7
Greece	-7,905	-0.9	330,818	63.6	31,631	36.9
Denmark	-8,396	-1.9	137,792	38.2	30,217	39.7
Norway	8,882	2.3	52,775	17.4	29,164	58.3
Finland	-12,883	-3.3	-65,526	-12.9	25,567	42.8

*national statistics
Source: UNESCO-OECD questionnaire

primary education has been decreasing in the majority of OECD countries for some years now, while the decline in those in secondary education is more recent. The age group in higher education, however, has only started to fall in one or two countries and then only in the past couple of years. Again, Japan is an exception.

Given the demographic information available, it is possible that the demand for pre-primary education and child care services will continue to grow, even if for some reason the trend of women with children in the labor force reverses itself.

Enrollment in primary and secondary compulsory education will depend directly on the size of the age groups moving through the particular level of school being examined. In most countries the number of primary pupils should start to rise again by the end of the 1980s or the beginning of the 1990s, but the overall numbers attending school will decline as the primary decline experienced works its way through the secondary level.

Post-compulsory secondary school education — a consideration mainly in the European countries where vocational or technical occupational training is much more likely than in this country — should continue to rise, providing facilities and programs are available.

During the 1970s, higher education expanded substantially in all OECD countries, in response both to the growth of the relevant age group and to strong social demand. Enrollments in university and non-university courses alike have nevertheless been controlled in many countries by government selection policies. The number of students in higher education can be expected to go on growing until the mid-1980s when the corresponding age cohorts will begin to fall. Because of tight financial conditions, some countries may try to restrict the supply of higher education available. •

Editor's Note: U.S. institutions that are trying to keep enrollments up and can offer programs that are attractive to foreign students should be careful observers of these trends.

Around the World

U.S. Travelers; Visitors

For U.S. travelers who left the country in 1983 bound for somewhere besides Canada, the top two destinations were Mexico and England, far outdistancing third- and fourth-ranked Bahamas and West Germany.

According to figures compiled by Nettleton Travel Research Center, in Falls Church, Virginia, Mexico attracted 17.5 percent of U.S. residents who traveled abroad and England attracted 13.1 percent. In 1983, 9.7 million U.S. residents traveled to foreign countries, not counting Canada, up nearly 20 percent from 1982.

Even though Mexico was an attractive destination because of the devaluation of the peso, it did not

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INTERNATIONAL DEMOGRAPHICS

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SRG International Ltd.

One way American marketing research firms expand their capabilities in foreign countries is by subcontracting with established national firms.

Conversely, some well-established foreign market research firms have gained a presence in the United States by putting a small office in this country to act as a liaison for existing services on foreign soil.

SRG International Ltd. is one of those U.S. corporations established mainly to serve as an extension of the Survey Research Group companies in the Asia Pacific region. The Group started in January 1964 when Survey Research Malaysia was opened. It now employs 850 full-time personnel.

AGB Audits of Great Britain, owners of National Family Opinion Research in Ohio, is a major shareholder of the Survey Research Group.

The New York office has been open since 1981 and now does about $1.5 million in business a year. In 1983, projects were undertaken in 24 countries including all 8 countries where SRG has full-service companies — Australia, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Taiwan, and Thailand. Projects were also completed last year in Egypt, South Korea, Kuwait, Saudi Arabia, Japan, five European countries, and six Latin American countries.

Jerry Stafford, who established the U.S. office for SRG, is a long-time international market researcher. Prior to joining the SRG, he was with Burke International for 14 years and has worked on projects for a broad range of industries including industrial and agricultural chemicals, heavy construction equipment, building materials, business equipment, animal health care products, medical and pharmaceutical products, and power tools.

Stafford was joined this year by Charles Cooler-De Solliers, another former Burke International vice president. Cooler-De Solliers is fluent in French, English, Spanish, and Italian. He has handled international studies on packaged goods, durables, and financial services.

The Survey Research Group emphasizes data collection and analysis and has invested time and money in creating a reliable sampling frame and training field staff.

Government data, where available, were used as the starting point for sampling frames, Stafford says. In other countries the sample framework was developed by SRG.

"When we started to use the framework, sample areas were selected and all dwellings were listed by personal inspection before interviews were begun for any project. Now, the sampling framework is updated regularly. Because we are so careful about verifying our sample, SRG companies can project from the samples to the total population," Stafford says.

A new sampling framework, just being completed, will allow samples to be drawn and survey results projected to make estimates for business organizations — in total, or by specific category or size.

To assure quality in data collection, SRG pays new field employees to train for two days before they are hired as permanent interviewers. SRG employees are all permanent, which gives them a sense of loyalty and a commitment to doing a thorough job, Stafford says. Before a project begins, field personnel are personally briefed. Practice interviews help spot problems with questionnaires. Stafford says it is routine for SRG supervisors to do post-interview validations for a random sample of at least 15 percent of each interviewer's respondents. If discrepancies are noted, 100 percent of the interviewer's work is validated.

In 1983, Stafford made 18 different country visits to 10 countries to supervise and manage projects. Project design usually takes place in conjunction with the client's headquarters' offices. During the implementation phase SRG International Ltd. coordinates between the client and the on-site research company. Stafford says after the data are collected, 75 percent of the time the analysis and study reporting are done in New York City. Qualitative efforts are more likely to be reported from the local research company if interpretation of the results is needed.

Because of its strong presence in Asia and the Pacific, SRG is noted for the omnibus surveys it does every quarter. More than 100,000 omnibus interviews are conducted annually to allow clients with restricted budgets to collect timely market information. A client can add a few questions to an omnibus survey to determine advertising or product awareness, find out who buys the product and why.

The 1983 Taiwan Omnibus, for example, included about a dozen small projects with questions about products such as coffee makers, air conditioners, shampoo, floor cleaners, worm medication, electric shavers, and antiseptics.

A 1983 Tourist Omnibus conducted by Survey Research Singapore found that most travelers preferred their national carriers, that there is a strong preference for Singapore Airlines among Southeast Asian nationals, and that more than half the visitors to Singapore read an English language newspaper while they were there. About half listened to the radio and 71 percent watched television during their stay.

Among other projects, SRG continuously surveys the media habits of the adult population in Hong Kong, Indonesia, Malaysia, Singapore and Thailand, and monitors advertising expenditures for all kinds of media in Hong Kong, Singapore, and Malaysia.

In Hong Kong, Indonesia, Singapore, Malaysia, Thailand, and the Philippines, the group performs "distribution checks" to find out whether a product is actually being distributed, whether it is being kept in stock, and whether point-of-purchase displays are used effectively.

Target Group Index (TGI) Reports are prepared by the Hong Kong, Indonesia, Malaysia, Singapore, and Hong Kong offices to identify user groups by their specific demograph-

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Country Profile

France

Peak-season visitors to Paris in search of a vacant sidewalk table at a cozy left bank bistro may not agree. But the cafe lifestyle, so long a colorful part of the European scene, is wearing thin for many French. That is one reason given for the move out of the cities — the most important trend revealed by the 1982 French census.

The census found that the urban population is dispersing to semi-rural areas beyond the city suburbs but still within reasonable traveling distance of France's cities. The phenomenon seems similar to the non-metropolitan growth in the United States during the 1970s. A similar trend has occurred in Japan.

Other trends revealed by analysis of the 5 percent sample from the 1982 census include:

—Household growth of 10.4 percent.

—More than 50 percent home-ownership for the first time.

—An increase in single-person households.

—An increase in the divorce rate.

—Single-parent families as 4.3 percent of households.

—More women in the labor force.

—Growth of the population aged 75 and older.

—Stabilization of immigration.

The French census interval is unique among industrialized nations. The census is conducted the year following the presidential election which is held every seven years. If the presidential mandate is reduced to five years, as some suggest, the census would likely follow suit or go to ten-year intervals. At any rate, researchers should take care not to compare France's seven-year interval with other countries' five- or ten-year intervals.

Paris and Environs

Regions

Regions and Cities

France counted 54,334,871 citizens on March 4, 1982. There were 250,000 more people than in 1975, yielding a seven-year growth rate of 3.3 percent, or an average annual rate of less than half a percent. If present trends continue, there will be 56 million French by the end of this decade.

France has 22 administrative regions including the Mediterranean island of Corsica, and 96 departments, including the 2 on Corsica. At a minimum, each department is divided into arrondisements, cantons, and communes. Rural areas include still smaller divisions such as petite communes (hamlets). For larger population concentrations, data are available down to the ward (ilot) level.

Tables show the largest urban agglomerations and the 1982 population of each administrative region and department.

Since 1975 when the last census was taken, cities of more than 200,000 lost an average of 5 percent of their residents. The population of Paris decreased by nearly 124,000.

For the first time in more than a century, urban areas of 20,000 or more did not gain population, but merely held their own.

Only 2 of the 22 regions — Languedoc-Roussillon in the south and Aquitaine in the southwest — registered slight population increases. And only cities under 20,000 population exceeded the national rate of population increase.

The sharp brake on urban growth is "the most important lesson" of the census, according to its director Jacques Boudoul at the national census-taking organization, L'Institut National de la Statistique et des Etudes Economiques (INSEE).

"We have seen a similar trend developing for several years in America and Great Britain," said Boudoul, "but the pattern is new to France after general city expansion dating back to the Industrial Revolution."

Age Distribution

France continues to experience the effects of the large-scale decimation of its male population during the two world wars. In World War I, an estimated 1.3 million French troops died and 3 million more were wounded or missing. During World War II, 1 in 200 of the 1940 population lost their lives.

The World War I loss (and lower war-time birth rates) showed up in March 1982 as a relatively smaller 60-to-74 age group — comprising 10 million or about 18.5 percent of the population compared with 18.9 percent in 1975.

On the other hand the population aged 75 and over is growing, both in absolute numbers and as a percent of the population. There were 3.6 million aged 75 and over or 6.6 percent of the population in 1982 compared with 3 million or about 5.6 percent in 1975.

People aged 19 and under declined as a group between 1975 and 1982, from 31 percent (16.2 million) to 29 percent (15.6 million). The largest concentrations of French youth now are found in the new "semi-rural" growth areas, with the country's northern regions generally having the youngest population. By contrast, France's "sun belt," principally the Mediterranean coast in the south, is attracting more affluent elderly. Most of the country's elderly inhabit rural areas or single-occupant urban dwellings.

The 20-to-59-year-old group constitutes the largest segment of the population — about double the group aged 19 and under — and is growing. This group was 50 percent of the population (26.4 million) in 1975 and 53 percent of the population (28.7 million) in 1982.

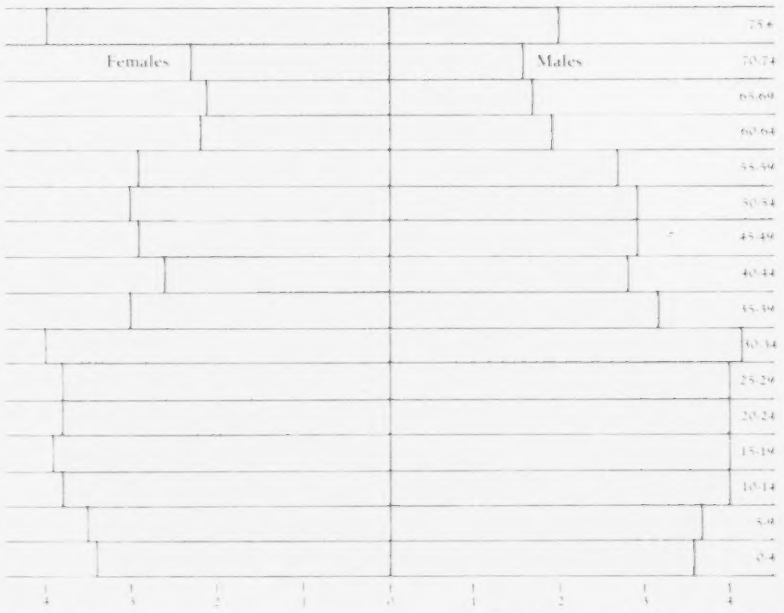
The infant mortality rate has declined steadily in France, from 18.2 deaths per 1,000 births in 1970 to 13.6 in 1975, and 9.5 today. Life expectancy has also improved. It is now 71 years for men and 78.9 years for women.

The total fertility rate — the average number of births per woman — has continued to decline. The 1982 census found it was 1.8 children per woman, less than the number needed to replace the present French population.

The census results merely amplified what had long been a heated debate over a low birth rate. France once had the largest population in all of Europe, but no longer. In general, countries need 2.1 births per woman to eventually replace their existing population. The French total fertility rate has dropped to 1.8 children. Third-child financial rewards introduced by the previous

Population of France by Age and Sex: 1982

(numbers in 000s)



Age Group	*Female*	*Male*	*Total*
All ages	27,683	26,575	54,258
0-4	1,860	1,953	3,813
5-9	1,912	2,005	3,917
10-14	2,051	2,141	4,192
15-19	2,100	2,190	4,290
20-24	2,085	2,153	4,238
25-29	2,079	2,137	4,216
30-34	2,136	2,250	4,386
35-39	1,609	1,738	3,347
40-44	1,411	1,496	2,907
45-49	1,567	1,591	3,158
50-54	1,622	1,592	3,214
55-59	1,585	1,463	3,048
60-64	1,170	1,030	2,200
65-69	1,123	888	2,011
70-74	1,213	861	2,074
75+	2,160	1,087	3,247

conservative government and continued since 1981 to stave off a "senior citizen" society have worked in only a limited way.

(Advertisers have taken advantage of the French consciousness about their population decline. Over a headline "the car which encourages growth," Volkswagen's Jetta shows a family of bears with five children, not two.)

The country's health authorities are having even less success combatting an historic French problem and one of its leading killers along with cancer and heart disease — alcoholism. Average annual alcohol consumption per capita was said to be nearly 14 litres in 1981. Alcoholism affects up to one in every eight people, including a growing number of women. In 1981, there were 18,000 deaths attributed to cirrhosis of the liver. The battle is not made easier by fuzzy regulations concerning alcohol advertising — or the slogan used by one French beermaker: "the brand with the highest alcohol content." U.S. residents may prefer French wines, but the French now drink more spirits than wine.

Households and Families

Between 1975 and 1982, households grew 10.4 percent to a total of 19.6 million. Since 1962, household size has decreased from 3.1 people per household to 2.7 people per household.

The growth in the number of households is attributed to the increase in divorce and a trend that has come to France more recently than to some other European countries — the tendency for French children to leave the parental home at an earlier age.

More than 7 million French homes are childless, and "stop at one or two" now is the rule for the formerly large French family. Up to 1975 families with three children were increasing. But seven years later there were 40,700 fewer families with three children, and even larger declines in families with more than three children. One-child families increased by 174,000; those with two children by more than 300,000. France has fewer children now aged 16 and under than in 1975.

Single-parent families — the inevitable result of a rising divorce rate — increased 47 percent between censuses to 930,000. Single-parent families are now 4.3 percent of all households. Women head 85 percent of the single-parent families.

Twenty-five percent of French households are single-person households, and in Paris 50 percent of households are single-person.

Divorce has doubled since 1975 when a law made it easier than before. In 1975 alone, the state granted 54,306 divorces. Since 1972, when there were a record 416,500 marriages, there has been a steady decline in marriages. Only 315,000 marriages were recorded in 1982.

All births in France are registered at the local town hall and census compilers use birth records to verify their information. Illegitimate births are rising — there were 61,000 in 1971 and 102,000 in 1982.

Housing

France has nearly 23 million dwelling places. More than half of householders own their own homes and nearly three-quarters of the owner-occupied units are located outside of urban centers. Nearly 8 million units have been constructed in the past 20 years.

France is also a second-home country. Of total housing stock, 19.6 million units are considered primary residences and 2.3 million second homes. More than 30 percent of the second homes are in mountainous areas.

New housing starts (with the exception of second-home construction) have plunged markedly in France since the 1975 census, when there were 514,300 new units begun, counting those funded with both public and private financing. In 1981, the total was 390,900; the following year, it had declined by another 900. Starts in the private sector alone dropped from 162,317 units to 83,000 units over the period from 1975 to 1982.

France needs 407,000 new housing units each year to the end of 1990 to keep up with projected demand. The poor housing performance contributes to the economic malaise in France where one in five salaried employees is attached to the building trades. In the 1972 to 1982 dec-

WOMEN NOW REPRESENT NEARLY 41 PERCENT OF THE FRENCH LABOR FORCE, UP FROM 35 PERCENT IN 1961.

Cities with a Population of 100,000 or More: 1982

City	Total population		
Paris	2,188,918	Le Mans	150,331
Marseille	878,689	Dijon	145,569
Lyon	418,476	Limoges	144,082
Toulouse	354,289	Angers	141,143
Nice	338,486	Tours	136,483
Strasbourg	252,264	Amiens	136,358
Nantes	247,227	Nimes	129,924
Bordeaux	211,197	Aix-en-Provence	124,550
Saint-Etienne	206,688	Besancon	119,687
Montpellier	201,067	Metz	118,502
Le Havre	200,411	Villeurbanne	118,330
Rennes	200,390	Caen	117,119
Reims	181,985	Mulhouse	113,794
Toulon	181,405	Perpignan	113,646
Lille	174,039	Orleans	105,589
Brest	160,355	Rouen	105,083
Grenoble	159,503	Boulogne-Billancourt	102,595
Clermont-Ferrand	151,092	Roubaix	101,886

Source: Textes Authentifiant Les Resultats Du Recensement

ade, the building sector lost an estimated 308,000 jobs.

While the restricted housing market has not held down the formation of households, it may be reducing mobility. The French are not changing addresses as often as they once did. Between 1968 and 1975, nearly half the population moved at least once. In contrast, by 1982 the annual residential mobility rate had slipped from 10.4 percent to 7.4 percent. Most relocations are now confined to the same region. From one census period to the next, local moves declined by only 2 percent, but interregional changes were off by 10 percent.

The housing shortage is not eased by an escalating urban vacancy rate. In 1982, of 1.9 million recorded vacancies, 1.3 million were in cities. Twenty years earlier, there were only 350,000 urban vacancies. Paris alone, where the majority of housing units are at least 35 years old, has a vacancy rate of 13 percent.

While homeownership is rising, more than 8 million French still rent their housing. Although apartment purchases are more common than in the United States, rentals occupy 41 percent of the housing market. Only 1.5 percent of rentals are furnished. Three of four renters — and 99 percent of Parisian renters — live in apartment buildings. Forty percent of apartments are publicly-subsidized.

It is generally believed that a primary factor supporting the vacancy rate is the liberalized socialist measures enacted two years ago giving tenants greater protection. A 1978 national study of more than 8,000 people from all occupations and income levels concluded that families headed by someone aged 40 and under paid on the average 500 francs a month rent. Since that time the cost of living has doubled. Today a modest two-room apartment in Paris — if it can be found — rents for 2,500 francs or more (at least $300). Brittany, the Pays de la Loire, and Poitou-Charente regions on the west coast have the highest rates of home and car ownership.

Frenchmen are also using more space. In 1965, the average household had 3.08 rooms to call its own. By 1982, rooms per household had increased to 3.65. And French plumbing isn't what it used to be. Nearly 65 percent of households are equipped with running water, interior toilets, bath and/or shower and central heating. Twenty years ago, only 21 percent of households had running water, 40 percent an interior toilet, 29 percent a bath/shower, and 19 percent central heating. (Old ways die hard. A 1983 survey of the French by the French found that a daily bath or shower is taken by only 38 percent of women and 22 percent of men.)

The French telephone system vies for notoriety with the local plumbing. Glitches persist, but the system is improving rapidly. In 1975, only 27 percent of households had a telephone, but by 1982, 75 percent were so equipped.

Labor Force

In 1982, France had 23.5 million economically active people, including 2 million unemployed. Both figures are higher today with at least 10 percent of the population seeking work.

Women have shown the strongest progression in the work force. They now represent nearly 41 percent of the total, compared with 35 percent two decades before. There are now 9.6 million women in the labor force. More than six of ten women between the ages of 19 and 45 are labor actives. In 1982 female labor force participation was higher at all ages between 22 years and 60 years than it was in 1975. A general improvement in the equality and social status of French women is thought to be more significant for their increase in the job market than second-income needs and other factors.

Women have also filled the demographic gap in the work market created as younger people stay in school longer and as older people retire earlier. Retiring at age 60 or younger has been institutionalized under socialism as Europe moves toward the 35-hour work week. In France, a leading advocate of shorter work hours, citizens now have a 39-hour workweek.

As in most other industrialized countries, the manufacturing and agricultural sectors in France have lost jobs since 1980 and the services sector has grown. In 1982, agriculture accounted for about 1.8 million jobs, manufacturing about 8.7 million, and services about 13 million, well over half of all employment.

Salaried employees are the largest work group, at about 38 percent of all employees. Middle managers are next at 12 percent of the total, and 9 percent are senior managers. A little more than 5 percent of the labor force is self-employed. By socioeconomic group, the lower middle class last year accounted for 40 percent of the population and the upper middle class about 30 percent. The upper classes are about 15 percent of the population.

In return for their labor, most French earn less than 8,000 francs per month (less than $1,000 at current rates). Salaries overall kept about .3 percent ahead of inflation during 1983. Some of the lowest-paid

BEHIND THE BABY BUST: FRANCE'S "ME" GENERATION?

Newsweeklies right and left of center in a highly-politicized France rarely find much to agree on. An exception is the country's declining birth rate. Most find it alarming.

Two — the conservative *L'Express* and the left-oriented *Le Nouvel Observateur* — ruminated in articles published in recent months and came to a similar conclusion — narcissism has overtaken procreation as a preoccupation for many in the traditional marrying and child-bearing years.

In short, blame the baby bust on the "me" generation which is just now catching up to the French, well after it seduced their American counterparts.

Another magazine which made its maiden appearance in June wasn't so sure about this Gallic fling at self-indulgence. Its name? *L'Egotiste*. •

"MARKETING STUDIES" BANNED IN FRANCE

The country that gave the world chauvinism reflects every bit of that attitude when it comes to defending what it regards as purity of the native tongue.

Many hundreds of non-French words are forbidden in official correspondence and, by extension, in much commercial communication. Special targets are Americanisms and Franglais, those part-French, part-English words, like *voix-off*, which strike real horror in the purists. The French equivalent of "voice off" has been cleaned up as the not-so-snappy *voix hors champ* (literally, "voice out of the field of view").

"Market study" has been jettisoned, too. Make it *etude de marche*, merci. It's just one of a number of imported business jargon word combinations incorporating "marketing" which have been axed — that is, guillotined. •

workers made well under half that amount under the previous center-right government. A series of minimum-wage increases by the socialists have brought the floor up 50 percent to 4,025 francs per month (about $475).

Many of the low-income workers are immigrants from the former North African colonies who came to France to take jobs the French and other West Europeans considered too menial. Many still sweep subway platforms and city streets, despite new stipends aimed at repatriation. The 1982 census found that the foreign population had stabilized and that their participation in the labor force had declined.

The census counted 3.7 million foreigners, making them 6.8 percent of the population. Nearly 80 percent of the 231,000 increase since 1975 are wives joining husbands who already lived in France. Among foreign groups Moroccans have declined nearly 20 percent. Western Europeans experienced the only modest gains, with the Portuguese – who have cornered the concierge market in Paris and other cities — leading the way with a 3.3 percent increase, reaching nearly half the 1982 foreign population.

Consumption

The average weekly household expenditure in 1981 was 2,076 francs or about $460 at 1981 exchange rates. Food, including beverages and tobacco, took the biggest share at 439 francs, or about $75. Food prices have been outstripping the general inflation rate. Figures compiled by the daily *Le Figaro* reveal a 14 percent increase overall in 1983 for 50 key products.

Rent and heating electricity come next at 353 francs ($60) a week followed by transport and telephone (282 francs or $49), medicine and health care (266 francs or $46), furniture and household equipment (194 francs or $33), and clothing and shoes (137 francs or $24). Combined recreation, entertainment, education, and cultural expenses shared 135 francs or about $23.

Among key consumer durables, 87.8 percent of French homes were equipped in 1983 with a washing machine, but only 24.2 percent with a dishwasher.

Nearly half had a tape recorder, but only 31 percent had a high fidelity system. About 60 percent have ordinary record players. Vacuum cleaners existed in 82 percent of homes, deep freezers in 54 percent, and still cameras in 52 percent. More than half had a color television set. In 1982, 71 percent had one car and 17 percent had two or more, versus 63 percent and 10 percent respectively in 1975. Overall, ownership is highest in the "semi-rural" population centers that surround the central cities.

The French are among the most heavily taxed in Europe after Sweden, the Netherlands, and Denmark. Social charges to employers can add as much as 50 percent on top of each employee's salary. Each new employee also results in a "professional" tax levy. President Mitterand has vowed to reduce individual and corporate taxes by about 10 to 15 billion francs each in 1985 and to gradually do away with the professional tax. He says government spending will also be reduced.

More than ever, the French are investing in the stockmarket as a hedge against inflation — an estimated 300 francs per capita.

Education

France last year had 13.9 million students enrolled in primary and secondary schools and more than 905,000 in universities, according to Ministry of Education figures. About half of those in higher education were women and 13.4 percent were foreign students. Arts and sciences had the largest enrollment (273,000) followed by sciences, excluding engineering, which had

MORE THAN EVER THE FRENCH ARE INVESTING IN THE STOCK MARKET AS A HEDGE AGAINST INFLATION.

143,000 students. Medicine and law political science had about 138,000 each. School attendance rates fall from the 90 percent level at age 3 years to 18 percent at age 20 years.

State financing is given to more than 16,600 well-organized neighborhood nursery schools which last year enrolled 2.2 million preschoolers.

With impetus from prominent French citizens like Jean-Jacques Servan-Schreiber (author of *The American Challenge*), the educational authorities are making a greater commitment to computer learning and the sciences.

Communications

Retro — short for retrograde — is a fashionable marketing word today for the French. It applies as well to the state's newest television venture,

Canal Plus (literally, "the channel with more"), slated to begin operation toward the end of the year.

A variant of pay-TV, this fourth network will be received through a signal-decoding device obtained by paying a monthly fee above the annual TV license cost. CP will have sponsorship, but no commercial advertising, unlike the two existing national and one regional government-controlled networks. Longer viewing hours, more sporting events, and repeat broadcasts throughout the week of a greater number of recent films is promised for the new network which has some private financial backing.

France has an estimated 18.5 million TV households, 1.8 million video-recorders (also tax-surcharged) and 19.1 million radio households receiving five state-controlled national commercial networks and hundreds of local FM stations created with government approval over the past three years. In June these stations got the go-ahead to accept advertising in lieu of government aid. Viewdata systems pioneered by the French are expected to burgeon, along with cable TV, for which Paris is now preparing.

France has 104 dailies and 850 weekly and shopper newspapers. Consumer magazines number about 870, trade and technical publications more than 1,400.

Neither *la crise* (a recession to the French) nor *publiphobia* (a generalized fear-and-loathing of advertising among the French) has slowed overall advertising spending. France ranks about 15th in the world in per capita advertising expenditure.

Nielsen has established nine separate test market regions for France, in addition to major cities. The existence of regional television enhances test marketing in Bordeaux and Lille, Lorraine and the Cote d'Azur. The statistically valid cross-sectional sample in France is about 1,200 people.

Sources

France's Institut National de la Statistique et des Etudes Economiques (National Institute of Statistics and Economic Studies or INSEE) publishes the census results and analysis. In addition, it offers other documentation of interest. *Données Sociales*, with English introduction, is a 580-page volume graphically portraying nearly every aspect of French life, including where food is purchased, regional preferences, consumer credit, living standards, etc. The cost is 160 francs (about $20) and it provides a complimentary analysis to the census publications.

France in Brief is a thumbnail demographic guide. Among INSEE's census publications are:

Population Legale: the official count by regions, departments and communes of more than 10,000 people, with a series of color-coded maps of the country portraying density shifts since 1975. Includes analysis in French by census director Boudoul and Jean-Paul Faur. Price is 35 francs.

Premiers Resultats: An excellent series of four-page summaries (Nos. 10-15) with tables and graphs on housing, households, labor force, and so forth. Price is 8 francs each.

All the above can be ordered from INSEE, OPE, Tour Gamma A, 195 rue de Bercy, 75582 Paris Cedex 12, France.

A four-page monthly newsletter in French — *Population et Societes* — examines French and worldwide demographic developments. An annual foreign subscription is 45 francs (about $5.50). Order from L'Institut National d'Etudes Demographiques, 27, rue du Commandeur, 75675 Paris, France.

The Budget Ministry publishes a monthly economic newsletter called *Notes Bleu*. (Bleu refers to the color, not the state of the economy or the French spirit.) Local French embassies, consultates and representative offices can provide contact information for specific requests.

The newsweekly *Le Nouvel Observateur*, Feb. 17, 1984 published one of the best general press articles on the census: "Comment la France a Change" (How France Has Changed). Articles in other issues project the face of France through the year 2000 (Nov. 25, 1983 and Jan. 13, 1984). Price is 11 francs each. Order from Le Nouvel Observateur, 11, rue d'Aboukir, 75081 Paris, France.

The magazine also publishes a yearbook — *Faits & Chiffres* (Facts and Numbers) — which researchers will find more useful and in forma-

AND THE COLONIES

At the same seven-year interval that it counts its own, France also counts residents of its five overseas island departments.

In 1982, the counts were the following: Guadeloupe, 328,000; Martinique, 329,000; Reunion, 516,000; French Guiana, 73,000; and St. Pierre and Miquelon, 6,000.

Population data for 1980 are available for the three territories that France administers: New Caledonia, 134,000; French Polynesia, 150,000; and the Wallis and Futura group, 11,000.

Mayotte, the easternmost of the Indian Ocean Comoro Islands on which France plays an administrative role, had a population of 47,000 in 1978. The French refer to all these islands as "DOM-TOM," short for departments and territories outre mer.

The French interior and its offshore interests have been administered with an iron hand from the Paris capital ever since Napoleon I and the emperor's famous Code formalizing much of the French way of life. A predictable outcome of this power concentration has been a constantly expanding central government bureaucracy today employing an estimated 11 percent of the working population. The provincial clerk who had to get permission from Paris to buy a paste pot is a classic French story not far off the mark.

The socialist government is trying to change all that. Last spring President Francois Mitterand promised to modify or eliminate mountains of red tape that foreigners and even the French have to overcome to do business in France. •